

# Neve Casey

Creative PDF Portfolio

A bold designer with an interest in exploring and creating design based around taboo subjects.

## Utopian Tales: A dog's rebellion

A series of protest posters showcasing different points of view for dogs rebelling against humans.

Project type: Typography and Branding

### The concept:

This was a typographical project based from the story The Poodle and The Schnauzer from the German fairy tale book Utopian Tales. The concept for this project was rebellion and complacency, the two main themes from the story. A dog's rebellion is the title for the series of protest posters that were created to typographically explore the conflicts between the characters' ideals in the story.

The rough look of the lino prints look paired with the red letter pressed typeface help to emphasize the home made style that make them more believable as a protest poster, the design of the posters are based around the simplicity of modern protest signs and propaganda posters. Each one has a main lino print symbol that represents the character as well as a simplified word from a quote in the story that sums up the view point for that character, e.g. The Poodle's poster is an eye with the word 'Observe' underneath it as he believes that they should observe the humans and learn from them instead of fighting them. As well as the series of protest posters there is also a lino print postcard scene from the story that features all of the characters saying their quotes.

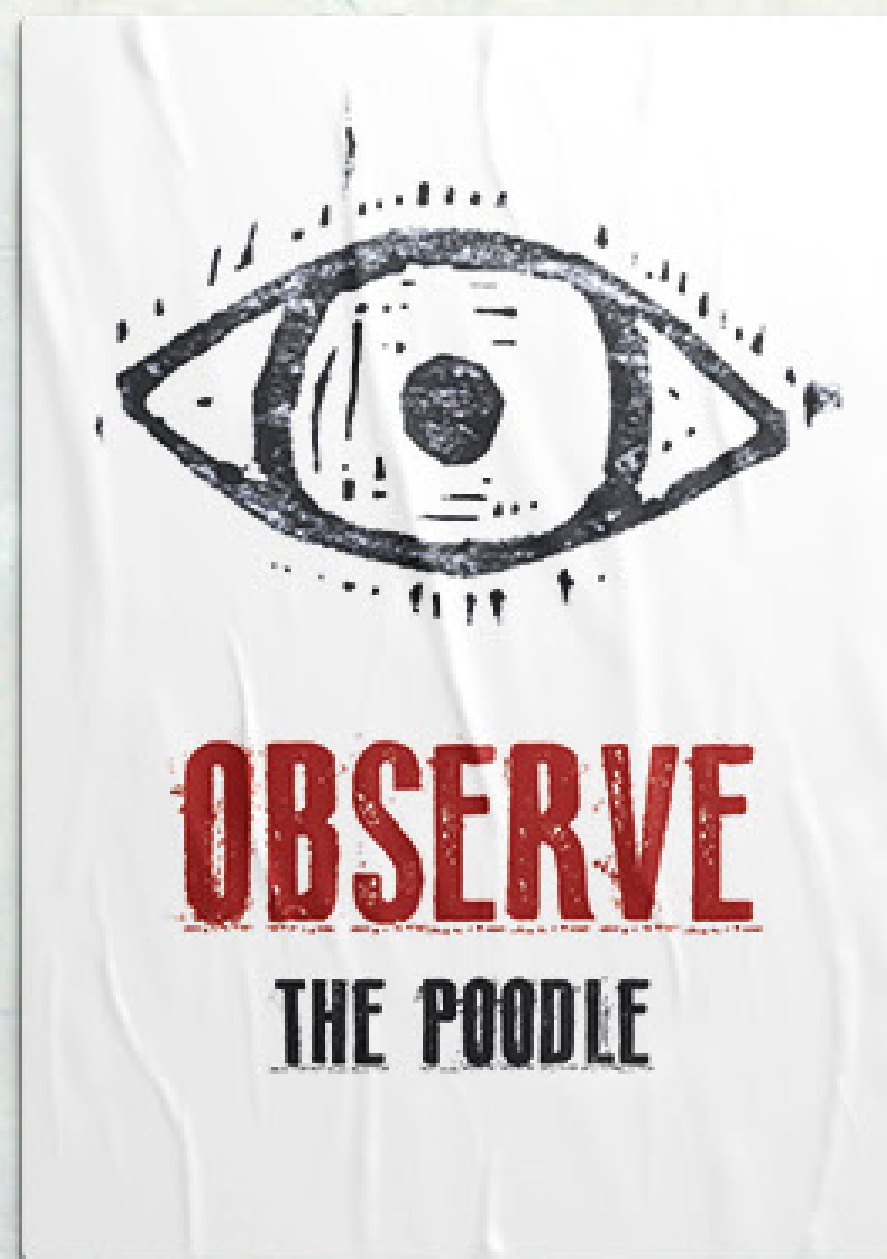




**SERVE**  
THE POODLE



**OBSERVE**  
THE POODLE



**OBSERVE**  
THE POODLE



**OBSERVE**  
THE POODLE





**ЗАПРЕЩЕНО!**  
КЛЕИТЬ  
РЕКЛАМУ  
РИСОВАТЬ  
НА СТЕНАХ



**ВИДЕОКОНТРОЛЬ**



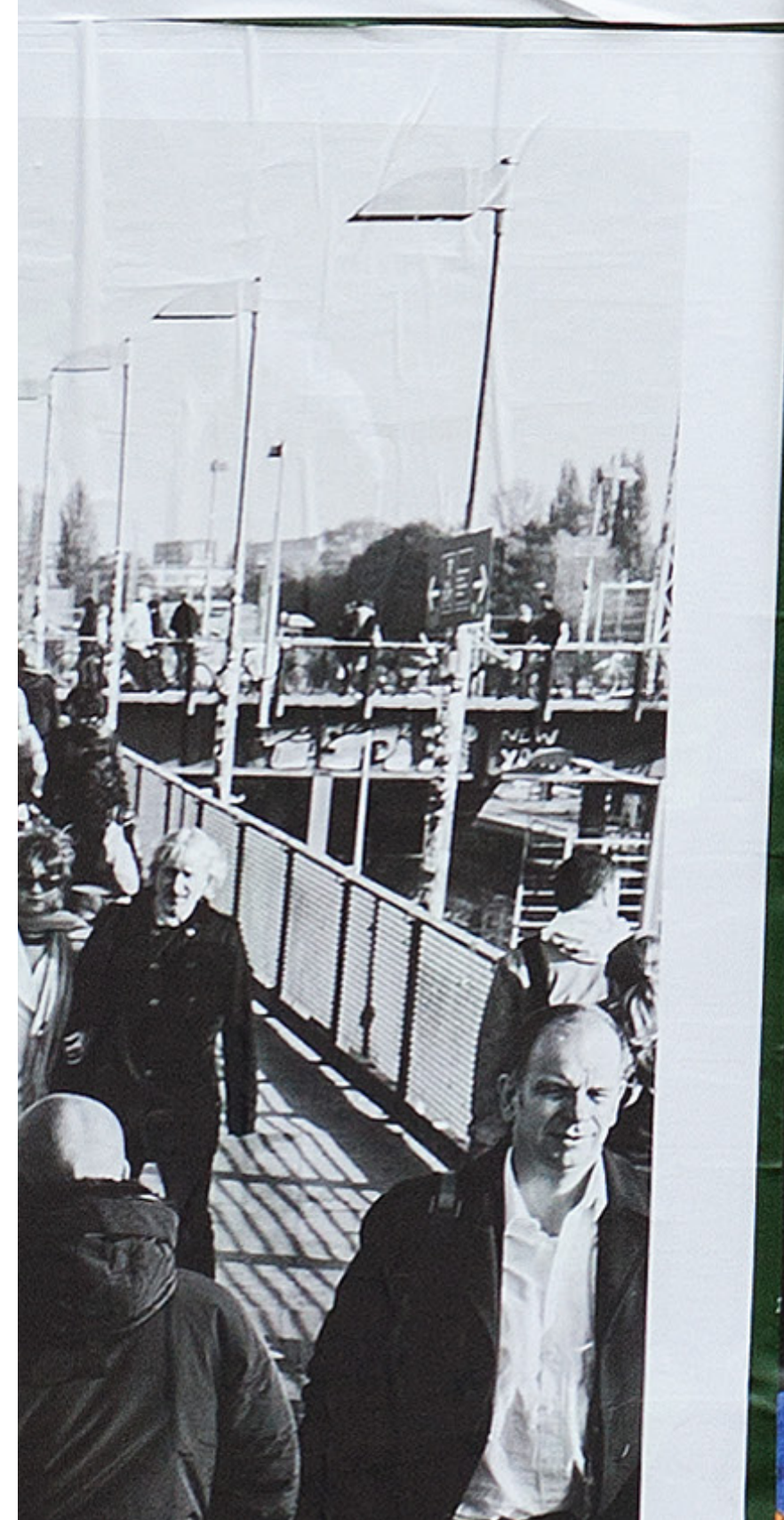
**REBEL**

**THE DOGS**





ers & more | Good Stuff, Carefully Composed since 2002



# FIGHT

## THE SCHNAUZER







**FREE**

**THE WOLF**



**ORDER**

**THE PIGEON**





**Observe the humans!**

**Show the humans our teeth!**

**Dogs love an orderly life.**



**Let the Poodle be our leader!**

**Let the Schnauzer be our leader!**

**That's exactly why they are dogs.**



## D&AD & Teen Vogue: Orgasmic

Orgasmic is a campaign that centres around normalising and discussing sexual health, sexuality and sexual pleasure.

Project type: Branding and Campaign

### The concept:

This project centres around further pushing gender equality by promoting sexual health, education and pleasure in a society that views these topics as taboo. Orgasmic is a campaign that is dedicated to educating people on proper female sexual health and pleasure as well as normalising the stigma around these taboo topics and embracing the difficult conversations they bring whilst also promoting education on trans and non binary peoples sexual health and support through their partnership with the charity Mermaid, who raise money for the LGBTQ+ community.

Orgasmic has been adapted to be used across a range of Teen Vogue's media platforms from a podcast series that explores the importance of sexual health, sexuality and female pleasure to a series of t shirt prints promoting the campaign. Orgasmic is designed with a soft pastel colour scheme to be approachable and comfortable for everyone utilising the campaign, the use of symbols from the LGBTQ+ sexuality spectrum is to help promote the inclusion of the entire LGBTQ+ community.





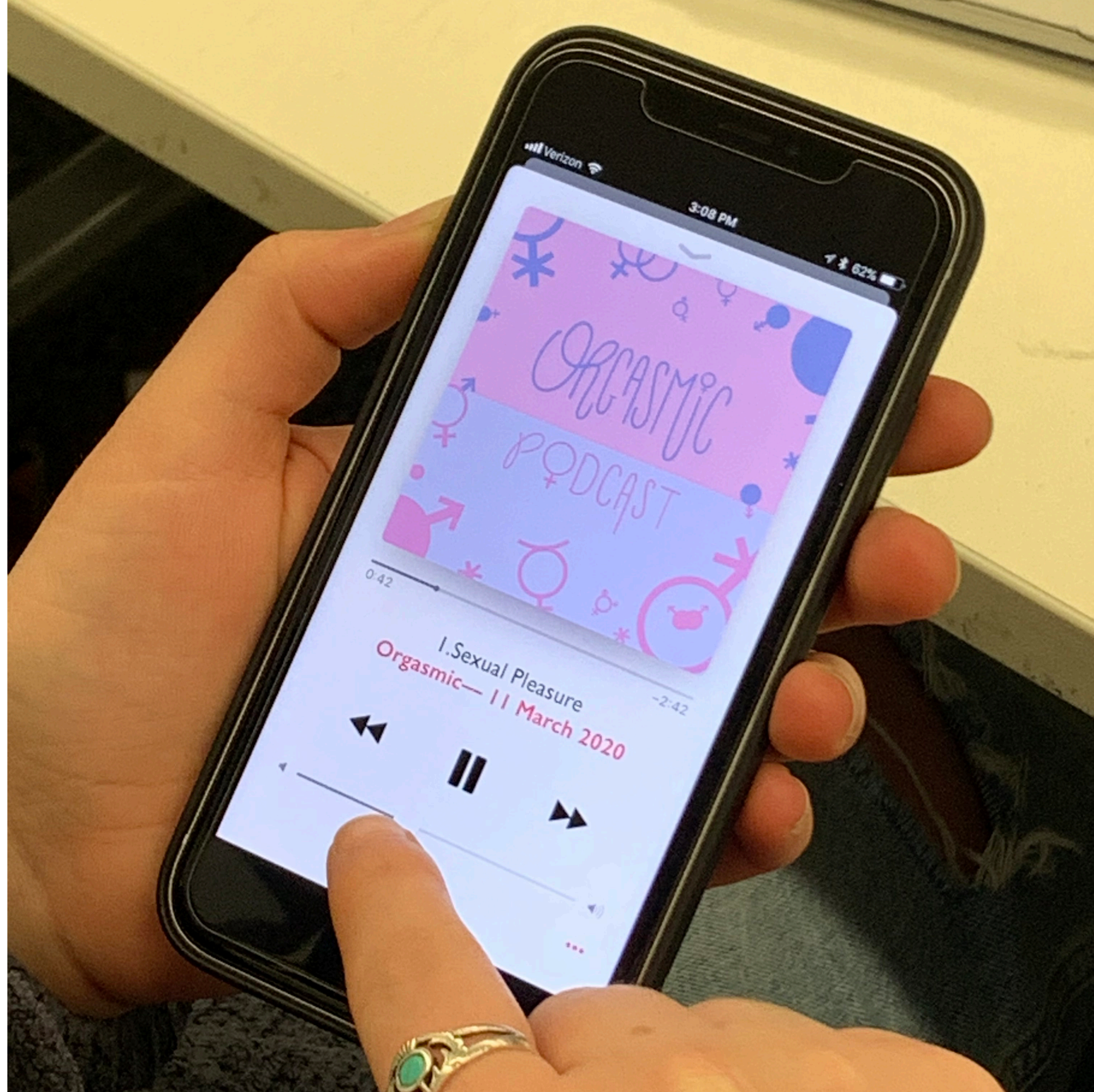
0:42 -2:42

I. Sexual Pleasure  
**Orgasmic— I I March 2020**



The podcast is available to watch online at <https://www.youtube.com/watch?v=JyTK8axcfZM&t=16s> or click on to the image and it will take you directly to the podcast.





Verizon

3:08 PM

62%



0:42

-2:42

1. Sexual Pleasure  
Orgasmic — 11 March 2020





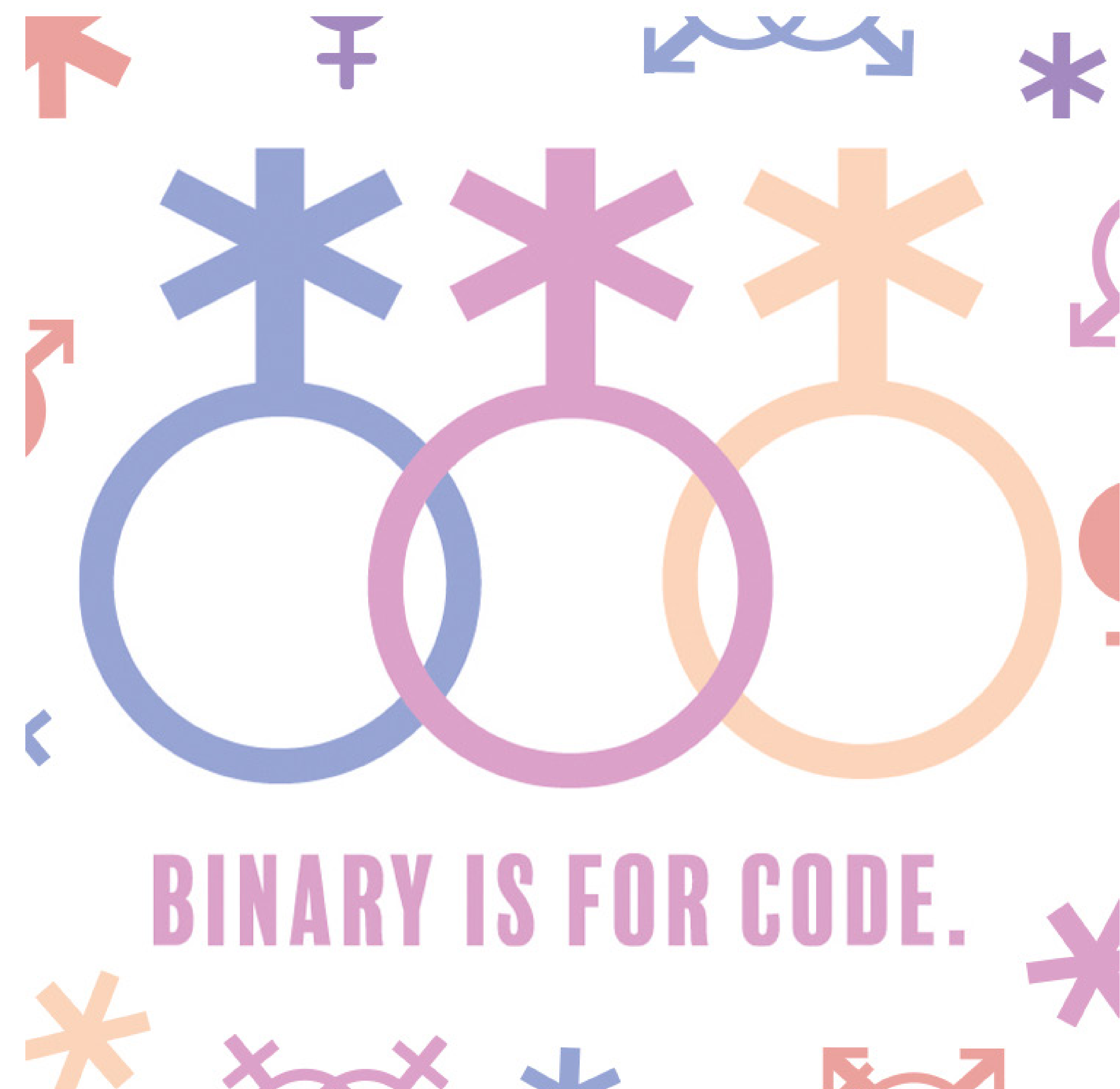
**ORGASMIC**  
Sponsored



[Learn More](#)

10k Likes  
**ORGMASIC:** See if you can crack the secret to great pleasure by following our guide to the 7 erogenous zones. @TeenVogue #ORGASMS4ALL

**ORGASMIC**  
Sponsored



[Learn More](#)

10k Likes  
**ORGMASIC:** We have been working with the charity Mermaid to help raise awareness for Trans and Non Binary peoples sexual health and support!









BINARY IS FOR CODE.



## FMP: Mystery Murderess Card Game

Explore the world of serial killers in a fun game based around asking the right questions to catch a killer.

Project type: Game design

### The concept:

This project was based around choosing an aspect of my dissertation topic that was particularly interesting to explore further, the chosen concept for this project was sexism. Specifically looking into the sexism around female serial killers and the media.

The design of the game was made to be sleek and minimal to replicate the idea of killers having an apathetic disposition, therefore the cards are cold and emotionless to reflect this. As this is a dark themed game the colour scheme is red, white and black to replicate classic horror genre colours. The design on each card is an icon of a weapon like a gun or a poison bottle to represent the way that each woman mainly killed their victims, along with their name and the alias they were given when they committed their crimes.

Included in the game is forty red and white player cards, twenty mystery murderess cards, a Killer Klues booklet and the game instructions. The Killer Klues booklet is designed to help educate players on each of the killers as one player can ask the other questions about their chosen killer to help them narrow down who they have.









**MYSTERY MURDERESS**  
CAN YOU GUESS THE KILLER?

MYSTERY MURDERESS

LEONARDA CIANGIULLI

1

"THE SOAP-MARKER  
OF CORREGGIO"













# MYSTERY MURDERESS GAME INSTRUCTIONS

CAN YOU GUESS THE KILLER FIRST?

## MYSTERY MURDERESS INSTRUCTIONS

### Game set up:

- Each player gets one set of the killer playing cards (white or red).
- Place your Face cards face up in a 4 x 5 layout.
- One player will then shuffle the black mystery cards and each player will take a card featuring a serial killer character from the top of the deck, look at the card without letting your opponent see, and place it face down next to your face card layout. It is important to keep the card a mystery!
- Put the black cards away until a new game is started.

### Game play:

- One of the players goes first asking the second player yes or no questions about their killer. You can consult the killer clues booklet once each round to help use facts to guess the other persons card.  
E.g. You could ask, "Does your killer use a poison? Your opponent must answer either "yes" or "no".  
If the answer is "yes", you know you can get rid of all the people that use poison. Turn over their cards.  
If the answer is "no", you can get rid of all the people with poison.
- Players take turns asking questions until someone thinks they can guess who is on their opponent's mystery card.

### Guessing the Mystery Murderess Card:

- When you think you know who your opponent's murderess Character is, make your guess on your next turn instead of asking a yes-or-no question.

### End of the Game:

- If you correctly guess your opponent's mystery murderess character, you win! If you guess incorrectly, your opponent wins!





## MYSTERY MURDERESS KILLER KLUES

CAN YOU GUESS THE KILLER FIRST?

### AILEEN WUORNOS "THE DAMSEL OF DEATH"

**-History:**  
- Born: Aileen Carol Pittman  
- Classification: Serial killer (Shooter)  
Location: Florida, USA

**Characteristics:**  
Carries a "kill bag," which contained her gun and a bottle of Windex ,pretending to be a hitchhiker or a prostitute looking for clientele.

**Known sayings:**  
"I've hated humans for a long time" and "I killed those men. I robbed them as cold as ice. And I'd do it again too. There is no reason for keeping me alive or anything. I would kill again. There is too much hate crawling up in my system."

**Facts about murders:**  
- Number of victims: 7 +  
- Date of murders: 1989 - 1990  
- Date of arrest: January 1, 1991  
- Date of birth: February 29, 1956  
- Victims profile: Richard Mallory, 51 / Dick Humphreys, 56 / Troy Burress, 50 / David Spears, 43 / Walter Gino Antonio, 62 / Peter Siems, 65 / Charles Carskaddon, 40  
- Method of murder: Shooting (.22-caliber pistol)  
- Status: Executed by lethal injection in Florida on October 9, 2002

### NANNIE DOSS "THE GIGGLING GRANDMA"

**History:**  
- Birth name: Nancy Hazel  
- Classification: Serial killer (Poisoner)  
- Location: Alabama/North Carolina/Kansas/Oklahoma, USA

**Characteristics:**  
- Poisoner - To collect insurance money  
- Search for "the real romance of life"

**Facts about murders:**  
- Number of victims: 8 - 11  
- Date of murder: 1920s - 1954  
- Date of arrest: October 1954  
- Date of birth: November 4, 1905  
- Victim profile: Four of her husbands, her mother, her sister Dovie, her grandson Robert and her mother-in-law, Arlie Lanning's mother  
-Method of murder: Poisoning (arsenic)  
- Status: Pleaded guilty on May 17, 1955, and was sentenced to life imprisonment. Died of leukemia in the hospital ward of the Oklahoma State Penitentiary on June 2, 1965  
-The case attracted publicity at the time and has been cited as an inspiration for the play Arsenic and Old Lace and for Frank Capra's later film of the same name.



# CV: Neve Casey

I'm a Yorkshire based designer who enjoys exploring weird and wacky ideas, the more taboo the better. I enjoy branding and using a range of media from digital design to more traditional methods especially lino printing.

## Contact:

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07548618760  
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nevecaseydesigns.com  
**Instagram:**  
neve\_designs

## Skills:

**Graphic design:**  
Brand design, Campaign and Marketing design, Print design, App and Video production ,

**Software:**  
Proficient in the Adobe suite:  
- Illustrator  
- Indesign  
- Photoshop  
- XD  
- Premier Pro  
- After Effects  
- Aero

## Education:

**University of Lincoln:**  
BA (Hons) Graphic Design  
September 2017 - May 2020  
Qualification:  
BA (Hons) Graphic Design

**Leeds College of Art :**  
Extended Diploma in Art and Design (Level 3)  
September 2015 - May 2017  
Qualification:  
Extended Diploma, Level 3.

**Corpus Christi Catholic College:**  
GCSE's  
September 2010 - June 2015  
Qualification:  
11 GCSE's, grades A-C (including Maths, English and Science.)  
John Rossiter award for Resistant Materials.

## Employment:

**Go Outdoors Ltd**  
Employment time: March 2016 - Current  
Positions: Sales Assistant and Tills  
Location: Leeds and Lincoln

In my time working at Go Outdoors I have gained a lot of skills, knowledge and confidence in myself and within a working environment. I have a lot of experience working on the tills serving customers, handling money, sorting stock quickly or providing knowledge on items. I always provided excellent service to customers. I have learnt to transfer these social and work skills into my design by working toward a goal in a short amount of time, I work well within a team and help guide people through decisions and projects. I am able to confidently present myself and my work as well as speak easily and professionally with clients.

**Pearson Education Institution**  
Employment time: June 2019 - August 2019  
Position: Temporary Data Input Assistant  
Location : Hellaby

During my summer I worked as a data Input assistant for a business that deals with collecting, marking and inputting exam papers from GCSE's to A levels from around the World. My job was to check that the right marks were given for each paper and to Input the correct ones into the system, rectifying mistakes that the markers made or I would be looking for missing papers.